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NATIONAL TREND OF BUSINESS

Lodging Industry

A SERVICE TO THE CLIENTS OF LAVENTHOL & HORWATH

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SEPTEMBER 1983 COMPARED WITH SEPTEMBER 1982

OCCUPANCY INCREASE CONTINUES;
TOTAL REVENUES RISE BY NEARLY 8 PERCENT

The September results continue to indicate a strong rebound with the national occupancy rate reaching 64.8 percent, an increase of 5.2 percent from the same month last year. This increase follows a 3.2 percent jump in August and is the sharpest increase we have reported since May 1978. Significant increases were evident throughout all sectors of the industry during this month. Properties in the Southeast region experienced the largest increases in occupancy, up 11 percent, while resort properties followed close behind with an increase of 10.1 percent in occupancy over last September. Over the past few months properties in the South Central region have been moving slowly toward occupancy levels higher than last year and during the next few months, an increase in this market should be apparent.

Room sales per occupied room and total sales per occupied room rose less than three percent over last year, 2.8 percent and 2.6 percent respectively. The combination of higher sales and occupancy levels boosted total sales nearly 8 percent over last September. Room sales contributed the highest sales percent increase, properties in the Southeast reported an increase of nearly 16 percent, but food and beverage sales continue to show healthly increases.

Year-to-date national occupancy was 66.4 percent, unchanged from last year's comparable nine-month period. Total sales increased slightly over 3 percent and room sales per occupied room rose 3.3 percent to $51.46. For the remainder of the year we anticipate continued increases in occupancies sufficient to offset the declines experienced earlier this year so that occupancies for 1983 will exceed those of 1982 by about 2 percent.

	Projections	Actual Last Year
November 1983	60-62%	59.3%
December 1983	51-53%	49.1%
January 1983	58-60%	56.1%

SEASONALLY ADJUSTED OCCUPANCY RATES FOR THE MAJOR CLASSIFICATIONS

	This Month	Percentage Changes*
TOTAL U.S.A.	63.5%	– 1.2%
AFFILIATION:		
Chain	65.1	– 0.6
Independent	63.0	5.0
AREA:		
Northeast	70.3	6.5
Southeast	64.0	0.1
North Central	62.5	– 5.7
South Central	58.8	– 3.7
West	67.8	– 7.7
LOCATION:		
Center City	63.2	0.1
Suburban	63.4	– 3.0
Highway	66.7	2.3
Airport	69.0	0.7
Resort	65.3	8.2
SIZE:		
Under 150 rooms	64.3	– 2.5
150 to 299 rooms	62.6	– 2.0
300 to 600 rooms	62.0	– 3.5
Over 600 rooms	68.2	4.2
TYPE:		
Hotel	62.9	– 2.3
Motor Hotel	66.3	1.8
Budget	71.3	13.3

*FROM PREVIOUS MONTH

Randell A. Smith, Associate Director
Marsha Cassidy, Research Associate
Research and Development

TREND REPORT SEPTEMBER 1983 COMPARED WITH SEPTEMBER 1982

	SALES PERCENT CHANGE				OCCUPANCY PERCENT		DOUBLE OCCUPANCY PERCENT		ROOM SALES PER OCCUPIED ROOM		TOTAL SALES PER OCCUPIED ROOM	
	TOTAL	ROOMS	F&B	OTHER	SEP	% CHG	SEP	% CHG	SEP	% CHG	SEP	% CHG
TOTAL	7.9	8.1	7.8	5.4	64.8	5.2	48.7	3.0	$ 53.20	2.8	$ 79.92	2.6
REGION:												
Northeast	9.6	9.3	10.9	6.7	77.9	5.1	37.8	-4.3	$ 79.74	7.8	$113.40	8.1
Southeast	13.5	15.8	10.8	8.3	55.4	11.0	71.6	10.2	50.02	3.2	84.22	1.2
North Central	13.5	13.6	13.6	9.7	67.4	9.4	41.6	6.1	38.39	3.3	59.75	3.2
South Central	-4.5	-4.9	-4.6	1.1	57.6	-0.7	34.9	-7.9	45.48	-4.5	68.18	-4.1
West	11.8	12.7	10.6	-9.3	74.3	4.8	63.5	2.6	50.80	6.6	71.51	5.7
AFFILIATION:												
Chain	7.6	8.1	7.2	3.6	65.5	5.0	43.6	1.4	$ 53.25	3.1	$ 78.10	2.6
Independent	8.6	8.1	9.3	10.4	62.9	5.9	62.5	5.6	53.04	2.0	85.27	2.5
LOCATION:												
Center City	6.5	6.4	6.9	5.8	65.8	2.7	40.3	-2.2	$ 69.22	5.0	$102.88	5.2
Suburban	4.4	4.4	4.2	5.9	64.5	7.0	38.2	6.1	46.51	-2.2	72.54	-2.2
Highway	11.4	12.1	9.6	6.1	65.5	5.5	60.0	7.0	34.05	3.6	43.42	3.0
Airport	7.5	7.0	9.1	5.3	69.2	6.1	32.4	1.9	47.99	1.0	73.71	1.5
Resort	13.1	15.3	11.5	4.2	57.8	10.1	90.4	4.0	61.96	6.9	108.10	4.9
SIZE:												
Under 150 Rooms	5.8	7.1	0.2	12.8	67.0	4.2	59.6	4.9	$ 33.89	3.4	$ 43.51	2.1
150 to 300 Rooms	6.6	7.5	5.6	-	62.1	7.1	43.5	0.5	47.25	0.3	73.34	-0.6
300 to 600 Rooms	7.8	7.9	8.4	2.3	60.8	5.7	52.4	7.2	59.63	1.8	93.29	1.8
Over 600 Rooms	9.9	9.2	11.6	9.0	69.8	4.0	45.7	0.4	75.01	5.3	114.63	5.9
TYPE:												
Hotel	7.5	7.2	8.4	4.9	64.0	4.1	44.7	0.7	$ 68.16	4.0	$109.90	4.3
Motor Hotel	9.7	11.2	5.8	8.2	64.5	7.3	53.7	4.7	42.09	1.7	57.80	0.4
Economy	4.7	4.9	1.2	-0.5	69.4	4.4	54.5	4.2	28.17	2.4	29.34	2.3

- NO CHANGE

YEAR TO DATE TREND REPORT - AS OF SEPTEMBER 1983

	SALES PERCENT CHANGE				OCCUPANCY PERCENT		DOUBLE OCCUPANCY PERCENT		ROOM SALES PER OCCUPIED ROOM		TOTAL SALES PER OCCUPIED ROOM	
	TOTAL	ROOMS	F&B	OTHER	SEP	% CHG	SEP	% CHG	SEP	% CHG	SEP	% CHG
TOTAL	3.2	4.1	1.4	3.3	66.4	-	54.7	4.2	$ 51.46	3.3	$ 77.36	2.5
REGION:												
Northeast	5.9	6.0	5.3	6.8	68.2	1.9	39.5	2.9	$ 70.30	5.4	$106.15	5.3
Southeast	11.7	14.9	5.1	9.8	71.9	8.3	91.3	4.3	52.53	3.4	79.11	0.6
North Central	5.5	6.6	3.4	4.9	62.0	3.0	40.3	-1.2	40.69	3.4	64.12	2.3
South Central	-10.0	-10.4	-9.0	-9.9	61.3	-10.0	41.9	1.7	47.18	-1.2	69.73	-0.8
West	5.7	6.7	3.4	6.0	71.3	-0.6	55.9	-0.2	50.69	6.2	73.56	5.2
AFFILIATION:												
Chain	3.4	4.0	1.6	4.2	67.2	-0.3	51.8	5.1	$ 50.35	3.3	$ 74.07	2.7
Independent	2.8	4.1	0.8	0.7	63.2	1.3	65.4	1.9	55.97	3.1	90.71	1.8
LOCATION:												
Center City	1.9	2.2	0.8	3.9	63.0	-0.6	43.8	1.4	$ 63.26	3.0	$ 96.89	2.7
Suburban	-1.3	-1.3	-1.2	-2.4	65.6	-2.5	43.7	4.0	45.47	0.8	69.24	0.7
Highway	9.3	10.0	6.3	11.4	68.1	1.3	67.4	9.1	36.22	6.4	48.15	5.6
Airport	1.4	1.5	1.3	-0.6	69.7	-0.4	32.3	-4.2	47.85	1.4	73.47	1.3
Resort	6.9	9.7	2.1	4.2	69.7	3.1	103.1	2.7	64.30	5.7	101.81	3.0
SIZE:												
Under 150 Rooms	2.3	3.0	-0.2	2.8	66.2	-1.9	60.1	3.3	$ 35.56	4.9	$ 46.72	4.2
150 to 300 Rooms	1.4	2.3	-0.3	-0.7	66.6	-	48.7	1.9	45.91	2.2	69.01	1.3
300 to 600 Rooms	1.4	2.0	0.1	1.3	64.3	-1.1	56.8	4.4	58.90	1.7	92.20	1.1
Over 600 Rooms	7.3	8.4	4.8	8.0	68.3	3.8	56.9	7.8	71.46	2.8	111.46	1.8
TYPE:												
Hotel	2.3	3.0	1.0	2.4	65.1	-0.6	49.2	2.7	$ 63.53	3.2	$101.96	2.5
Motor Hotel	5.3	6.1	2.5	6.9	68.6	0.9	62.5	6.1	42.73	3.6	59.33	2.8
Economy	2.7	3.0	6.4	-15.8	64.2	-0.2	53.9	1.3	26.65	4.8	27.72	4.6

- NO CHANGE

FOOD AND BEVERAGE REPORT - SEPTEMBER 1983 COMPARED WITH SEPTEMBER 1982

	F&B SALES PER OCCUPIED ROOM		AVERAGE RECEIPT PER COVER		FOOD COST PERCENT OF FOOD SALES		BEV COST PERCENT OF BEV SALES		F&B PAYROLL PERCENT OF F&B SALES		F&B PAYROLL PER COVER		NUMBER COVERS SERVED
	1983	1982	1983	1982	1983	1982	1983	1982	1983	1982	1983	1982	% CHG
TOTAL	$32.86	$30.48	$ 9.39	$ 8.91	0.34	0.34	0.22	0.22	45.4	45.9	$ 6.32	$ 6.10	3.3
REGION:													
Northeast	$33.50	$30.20	$11.04	$10.20	0.30	0.31	0.20	0.20	47.2	47.6	$ 8.19	$ 7.95	5.7
Southeast	34.82	31.42	10.96	9.89	0.35	0.34	0.21	0.21	44.9	44.6	7.66	6.90	2.0
North Central	34.55	30.40	7.37	7.27	0.34	0.35	0.22	0.24	40.8	43.1	4.00	4.07	8.1
South Central	26.15	27.41	8.68	8.69	0.36	0.36	0.24	0.22	48.6	47.9	6.17	6.12	-4.1
West	40.12	36.26	8.66	8.17	0.34	0.35	0.23	0.23	41.9	42.6	3.74	3.65	6.7
AFFILIATION:													
Chain	$30.62	$28.57	$ 9.17	$ 8.72	0.33	0.33	0.21	0.21	44.7	45.8	$ 6.38	$ 6.33	3.5
Independent	39.32	35.99	9.83	9.27	0.36	0.36	0.24	0.24	47.2	46.1	6.20	5.60	2.9
LOCATION:													
Center City	$35.05	$32.77	$10.42	$ 9.83	0.32	0.32	0.21	0.21	46.7	46.5	$ 7.32	$ 7.03	1.6
Suburban	31.71	30.43	8.10	8.28	0.36	0.35	0.23	0.23	42.5	42.8	5.21	5.25	4.4
Highway	20.09	18.33	6.92	6.58	0.38	0.38	0.23	0.26	46.9	49.0	4.30	4.40	3.5
Airport	27.28	25.01	8.51	7.92	0.33	0.35	0.22	0.22	43.1	45.2	5.55	5.55	4.8
Resort	48.23	43.25	10.44	9.50	0.35	0.35	0.22	0.22	45.3	46.1	6.64	5.97	4.5
SIZE:													
Under 150 Rooms	$33.23	$33.17	$ 6.60	$ 6.52	0.41	0.40	0.27	0.28	37.1	39.0	$ 3.07	$ 3.27	2.8
150 to 300 Rooms	28.26	26.77	7.77	7.52	0.35	0.35	0.23	0.23	44.8	46.5	4.79	4.79	2.3
300 to 600 Rooms	33.24	30.65	9.31	8.87	0.34	0.34	0.22	0.23	49.8	49.3	6.67	6.33	5.2
Over 600 Rooms	37.49	33.59	12.61	11.64	0.31	0.31	0.19	0.19	44.4	44.4	8.97	8.46	2.8
TYPE:													
Hotel	$39.39	$36.33	$10.05	$ 9.49	0.33	0.33	0.21	0.21	46.2	46.6	$ 6.88	$ 6.62	3.4
Motor Hotel	21.51	20.34	7.34	7.12	0.38	0.38	0.24	0.23	42.2	42.9	4.56	4.47	3.0

YEAR TO DATE FOOD AND BEVERAGE REPORT - AS OF SEPTEMBER 1983

	F&B SALES PER OCCUPIED ROOM		AVERAGE RECEIPT PER COVER		FOOD COST PERCENT OF FOOD SALES		BEV COST PERCENT OF BEV SALES		F&B PAYROLL PERCENT OF F&B SALES		F&B PAYROLL PER COVER		NUMBER COVERS SERVED
	1983	1982	1983	1982	1983	1982	1983	1982	1983	1982	1983	1982	% CHG
TOTAL	$29.44	$29.04	$ 8.44	$ 8.11	0.34	0.34	0.22	0.22	44.4	43.8	$ 5.34	$ 5.11	-1.6
REGION:													
Northeast	$34.75	$33.00	$10.25	$ 9.53	0.32	0.33	0.20	0.21	50.0	49.5	$ 7.49	$ 7.03	-0.9
Southeast	27.19	25.88	8.62	8.30	0.34	0.35	0.22	0.22	39.8	40.0	5.03	4.94	2.5
North Central	30.49	29.49	7.26	7.08	0.35	0.35	0.22	0.22	42.6	42.9	4.17	4.11	1.4
South Central	24.98	27.46	7.89	7.87	0.35	0.35	0.23	0.22	42.8	40.9	4.89	4.63	-9.0
West	32.65	31.57	8.47	7.95	0.34	0.34	0.22	0.22	47.5	46.9	5.12	4.75	-0.7
AFFILIATION:													
Chain	$26.67	$26.27	$ 8.15	$ 7.83	0.33	0.34	0.21	0.21	43.8	43.4	$ 5.24	$ 5.01	-1.7
Independent	41.18	40.84	9.23	8.86	0.35	0.36	0.23	0.23	46.2	45.1	5.65	5.39	-1.4
LOCATION:													
Center City	$32.66	$32.40	$ 9.38	$ 8.96	0.32	0.33	0.21	0.21	48.5	47.4	$ 6.49	$ 6.06	-3.0
Suburban	26.85	27.19	7.50	7.38	0.35	0.36	0.23	0.23	41.4	40.6	4.48	4.37	-2.8
Highway	20.26	19.06	6.29	6.05	0.36	0.37	0.23	0.23	39.0	39.6	3.27	3.29	6.6
Airport	25.99	25.66	7.51	7.13	0.35	0.35	0.22	0.22	42.0	42.5	4.55	4.41	-2.1
Resort	39.18	38.38	9.69	9.14	0.34	0.35	0.21	0.22	40.5	40.0	5.46	5.15	-1.9
SIZE:													
Under 150 Rooms	$27.36	$27.41	$ 6.80	$ 6.47	0.39	0.39	0.24	0.24	38.5	38.6	$ 3.56	$ 3.47	-2.7
150 to 300 Rooms	24.27	24.34	7.07	6.79	0.36	0.36	0.23	0.23	42.6	42.3	4.26	4.10	-2.8
300 to 600 Rooms	31.04	31.02	8.61	8.33	0.33	0.34	0.22	0.22	46.4	45.9	5.61	5.39	-2.2
Over 600 Rooms	36.71	35.01	10.79	10.41	0.31	0.32	0.19	0.19	45.7	44.8	7.10	6.76	1.3
TYPE:													
Hotel	$35.54	$35.20	$ 9.13	$ 8.74	0.33	0.33	0.21	0.21	45.7	44.8	$ 5.95	$ 5.61	-2.6
Motor Hotel	20.28	19.79	6.67	6.42	0.36	0.37	0.23	0.23	40.3	40.5	3.84	3.79	1.1

TWELVE MONTH TREND REPORT - AS OF SEPTEMBER 1983

	SALES PERCENT CHANGE				OCCUPANCY PERCENT		DOUBLE OCCUPANCY PERCENT		ROOM SALES PER OCCUPIED ROOM		TOTAL SALES PER OCCUPIED ROOM	
	TOTAL	ROOMS	F&B	OTHER	SEP	% CHG	SEP	% CHG	SEP	% CHG	SEP	% CHG
TOTAL	2.4	3.2	0.7	3.3	64.3	-1.1	53.1	4.7	$ 50.94	3.6	$ 77.45	2.9
REGION:												
Northeast	4.6	4.5	4.2	6.9	67.7	0.1	38.9	3.2	$ 71.09	5.5	$ 108.75	5.6
Southeast	11.3	14.4	4.9	10.2	69.1	8.3	88.5	5.1	51.46	3.3	78.64	0.4
North Central	3.5	4.7	1.3	3.1	59.7	1.4	39.7	-	39.34	3.8	62.14	2.6
South Central	-10.0	-10.4	-9.0	-9.4	59.8	-10.9	40.9	0.7	46.81	-0.3	69.91	0.2
West	4.9	5.8	2.9	5.9	68.6	-1.9	54.8	0.6	49.87	6.4	73.36	5.6
AFFILIATION:												
Chain	2.6	3.2	0.9	4.5	65.2	-1.4	50.3	5.5	$ 49.89	3.7	$ 74.18	3.1
Independent	1.9	3.1	0.1	0.3	60.9	-	63.6	2.9	55.24	3.5	90.89	2.3
LOCATION:												
Center City	1.0	1.3	-0.1	4.0	62.1	-1.7	43.0	1.7	$ 63.92	3.4	$ 98.90	3.1
Suburban	-2.0	-2.1	-1.9	-1.8	63.2	-4.1	42.2	3.4	44.79	1.4	69.27	1.4
Highway	8.6	9.3	6.1	10.9	65.5	0.5	65.8	9.7	34.99	6.7	46.81	6.0
Airport	-0.4	-0.2	-0.6	-1.4	67.5	-1.6	31.5	-3.4	47.26	1.9	73.11	1.7
Resort	7.1	9.8	2.8	4.0	66.7	2.8	99.6	3.2	62.37	5.8	100.31	3.2
SIZE:												
Under 150 Rooms	1.6	2.1	0.1	1.9	63.7	-3.3	58.0	2.7	$ 34.42	5.6	$ 45.42	5.1
150 to 300 Rooms	0.3	1.1	-1.2	-1.4	64.0	-1.2	47.5	2.8	45.29	2.4	69.21	1.6
300 to 600 Rooms	0.9	1.6	-0.6	1.5	62.8	-1.9	54.6	4.6	58.27	2.0	92.30	1.3
Over 600 Rooms	6.4	7.3	4.0	8.5	67.4	2.6	55.5	8.8	72.16	2.9	113.53	1.9
TYPE:												
Hotel	1.5	2.2	0.2	2.5	63.7	-1.7	47.9	3.2	$ 63.49	3.4	$103.03	2.8
Motor Hotel	4.5	5.3	2.1	6.6	65.6	-0.2	60.4	6.5	42.15	3.8	59.39	3.1
Economy	2.1	2.2	6.8	-8.9	62.6	-2.2	52.5	1.0	25.83	5.8	26.90	5.7

- NO CHANGE

TWELVE MONTH FOOD AND BEVERAGE REPORT - AS OF SEPTEMBER 1983

	F&B SALES PER OCCUPIED ROOM		AVERAGE RECEIPT PER COVER		FOOD COST PERCENT OF FOOD SALES		BEV COST PERCENT OF BEV SALES		F&B PAYROLL PERCENT OF F&B SALES		F&B PAYROLL PER COVER		NUMBER COVERS SERVED
	1983	1982	1983	1982	1983	1982	1983	1982	1983	1982	1983	1982	% CHG
TOTAL	$30.48	$30.27	$ 8.68	$ 8.34	0.34	0.34	0.22	0.22	43.8	43.1	$ 5.42	$ 5.16	-2.5
REGION:													
Northeast	$36.68	$35.19	$10.64	$ 9.95	0.32	0.32	0.20	0.21	48.3	47.8	$ 7.45	$ 6.98	-1.8
Southeast	27.83	26.52	8.72	8.38	0.34	0.35	0.22	0.22	40.3	40.4	5.17	5.02	1.7
North Central	31.34	30.95	7.34	7.21	0.35	0.35	0.22	0.22	42.2	42.4	4.15	4.12	-
South Central	25.60	28.14	8.08	8.03	0.34	0.34	0.22	0.22	42.2	39.9	4.94	4.62	-9.9
West	33.84	32.88	8.76	8.20	0.34	0.34	0.22	0.22	46.3	45.6	5.29	4.88	-1.8
AFFILIATION:													
Chain	$27.71	$27.46	$ 8.45	$ 8.12	0.33	0.33	0.21	0.21	43.3	42.7	$ 5.36	$ 5.11	-2.6
Independent	42.31	42.26	9.29	8.90	0.35	0.36	0.23	0.23	45.5	44.3	5.61	5.31	-2.3
LOCATION:													
Center City	$34.24	$34.29	$ 9.75	$ 9.32	0.32	0.32	0.21	0.21	47.4	46.3	$ 6.55	$ 6.11	-4.0
Suburban	28.07	28.61	7.68	7.52	0.35	0.36	0.23	0.23	40.9	39.8	4.53	4.35	-4.1
Highway	20.65	19.46	6.35	6.10	0.36	0.37	0.23	0.24	38.7	39.3	3.31	3.33	6.2
Airport	26.35	26.51	7.57	7.33	0.35	0.35	0.22	0.22	41.5	41.6	4.57	4.47	-2.8
Resort	39.66	38.58	9.69	9.07	0.34	0.35	0.22	0.22	40.5	40.1	5.44	5.08	-2.2
SIZE:													
Under 150 Rooms	$27.95	$27.92	$ 6.85	$ 6.51	0.39	0.39	0.24	0.25	38.2	38.2	$ 3.59	$ 3.48	-3.1
150 to 300 Rooms	25.17	25.47	7.20	6.95	0.36	0.36	0.23	0.23	42.3	41.8	4.31	4.16	-3.6
300 to 600 Rooms	32.00	32.19	8.78	8.48	0.33	0.33	0.22	0.22	45.9	44.9	5.62	5.32	-3.2
Over 600 Rooms	38.19	36.71	11.17	10.74	0.31	0.31	0.19	0.19	44.8	44.0	7.16	6.80	-0.1
TYPE:													
Hotel	$36.71	$36.64	$ 9.37	$ 8.98	0.33	0.33	0.21	0.21	44.9	44.0	$ 5.99	$ 5.62	-3.6
Motor Hotel	21.12	20.68	6.83	6.56	0.36	0.37	0.23	0.23	40.1	40.2	3.93	3.86	0.4

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NATIONAL TREND OF BUSINESS

Lodging Industry

A SERVICE TO THE CLIENTS OF LAVENTHOL & HORWATH

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OCTOBER 1983 COMPARED WITH OCTOBER 1982

OCCUPANCY RISES NEARLY 4 PERCENT; TOTAL SALES INCREASE 8.4 PERCENT

Following a sharp rebound during the third quarter of 1983, the lodging industry's performance continued to improve in October as occupancies increased 3.9 percent to 69.8 percent. Every segment of the industry we track reported an increase during the month reflecting not only the improved business conditions but also the industry's poor performance during the latter part of 1982. Perhaps the most significant increase occurred for those properties located in the South Central region of the country. While the occupancy rate for these properties was the lowest of any segment, 63.3 percent, it is apparent that business has stabilized and the sharp declines experienced during the past year may be ending. Properties in the other four regions continue to show healthy occupancy increases, particularly in the Northeast, up 5.8 percent, and in the North Central, up 7.8 percent.

The general improvement in occupancies has also been accompanied by modest increases in room rates. During the month, room sales per occupied room rose 4.4 percent to $56.26. In addition, food and beverage sales rose 6.3 percent on a real increase in the number of food covers served of 2.2 percent. Together, these increases boosted total sales by 8.4 percent for the month.

At this time, our initial projection of a 1-2 percent increase in occupancies for 1983 appears to be on target. Year-to-date occupancies as of October are 0.5 percent ahead of last year and with the rebound continuing through the fourth quarter, overall occupancy for 1983 should be about 65-66 percent. We currently anticipate that 1984 will be a year of sustained growth for the industry as occupancies increase to about 67-69 percent.

		Projections	Actual Last Year
December	1983	51-53%	49.1%
January	1984	58-60%	56.1%
February	1984	66-68%	64.4%

SEASONALLY ADJUSTED OCCUPANCY RATES FOR THE MAJOR CLASSIFICATIONS

	This Month	Percentage Changes*
TOTAL U.S.A.	64.6%	1.7%
AFFILIATION:		
Chain	65.9	1.2
Independent	59.1	– 6.2
AREA:		
Northeast	70.9	0.9
Southeast	73.0	14.1
North Central	64.5	3.2
South Central	58.6	– 0.3
West	68.3	0.7
LOCATION:		
Center City	62.3	– 1.4
Suburban	64.3	1.4
Highway	66.3	– 0.6
Airport	64.2	– 7.0
Resort	65.4	0.2
SIZE:		
Under 150 rooms	63.6	– 1.1
150 to 299 rooms	64.8	3.5
300 to 600 rooms	63.5	2.4
Over 600 rooms	66.6	– 2.3
TYPE:		
Hotel	64.2	2.1
Motor Hotel	65.0	– 2.0
Budget	67.3	– 5.6

*FROM PREVIOUS MONTH

Randell A. Smith, Associate Director
Marsha Cassidy, Research Associate
Research and Development

TREND REPORT OCTOBER 1983 COMPARED WITH OCTOBER 1982

	SALES PERCENT CHANGE				OCCUPANCY PERCENT		DOUBLE OCCUPANCY PERCENT		ROOM SALES PER OCCUPIED ROOM		TOTAL SALES PER OCCUPIED ROOM	
	TOTAL	ROOMS	F&B	OTHER	OCT	% CHG	OCT	% CHG	OCT	% CHG	OCT	% CHG
TOTAL	8.4	9.5	6.3	7.3	69.8	3.9	43.1	-2.0	$ 56.26	4.4	$ 86.81	3.4
REGION:												
Northeast	13.4	14.1	12.7	9.3	84.5	5.8	38.3	4.4	$ 78.37	9.4	$118.90	8.7
Southeast	10.2	10.2	10.0	10.8	68.3	4.3	60.8	-2.4	57.97	4.7	94.20	4.7
North Central	9.4	11.8	4.6	16.2	70.9	7.8	37.7	-1.8	48.04	2.6	79.30	0.5
South Central	2.7	3.8	0.9	-1.5	63.3	0.5	35.2	-7.4	48.34	1.2	71.77	0.2
West	8.1	10.5	3.6	2.0	72.1	4.3	46.4	3.3	56.52	5.0	82.86	2.8
AFFILIATION:												
Chain	8.5	10.0	5.6	6.5	71.0	4.0	40.7	-1.7	$ 56.28	4.9	$ 84.99	3.5
Independent	8.1	7.4	8.9	9.6	64.4	3.0	52.7	-2.0	56.17	2.4	95.38	3.0
LOCATION:												
Center City	11.0	11.6	10.1	8.2	73.8	3.7	41.3	2.5	$ 71.47	6.2	$110.48	5.6
Suburban	5.3	7.9	0.5	3.5	68.3	6.4	34.2	-1.7	45.69	1.1	70.32	-1.3
Highway	6.6	7.5	3.9	4.8	67.9	4.3	48.4	-4.3	37.72	2.4	50.81	1.5
Airport	2.9	4.3	0.3	2.7	67.5	1.2	28.3	-9.0	49.32	2.4	76.91	1.1
Resort	9.7	10.6	7.7	12.6	64.7	2.4	80.2	-5.6	59.63	6.2	103.29	5.3
SIZE:												
Under 150 Rooms	4.2	5.3	2.2	-2.9	66.7	2.5	52.9	-1.1	$ 36.60	1.8	$ 50.95	0.7
150 to 300 Rooms	7.0	9.7	1.5	5.4	67.3	4.7	38.1	-4.5	45.80	4.0	69.01	1.5
300 to 600 Rooms	4.5	6.3	0.6	7.6	69.1	1.6	44.2	-5.6	61.14	2.9	95.22	1.3
Over 600 Rooms	13.7	13.4	15.0	10.9	77.2	5.6	42.8	2.6	82.19	6.2	132.75	6.5
TYPE:												
Hotel	9.1	10.1	7.5	7.5	72.1	3.0	41.7	-1.0	$ 68.50	5.3	$111.27	4.3
Motor Hotel	7.1	8.9	2.1	7.2	67.2	4.8	44.7	-4.3	41.55	3.1	57.66	1.4
*Economy	1.8	2.3	0.2	-13.2	64.7	4.7	67.0	3.4	29.47	-0.2	31.32	-0.7

* Economy data is based on a sample of properties taken from the National Trend of Business in the Economy Lodging Industry.

YEAR TO DATE TREND REPORT - AS OF OCTOBER 1983

	SALES PERCENT CHANGE				OCCUPANCY PERCENT		DOUBLE OCCUPANCY PERCENT		ROOM SALES PER OCCUPIED ROOM		TOTAL SALES PER OCCUPIED ROOM	
	TOTAL	ROOMS	F&B	OTHER	OCT	% CHG	OCT	% CHG	OCT	% CHG	OCT	% CHG
TOTAL	3.9	4.8	2.0	3.7	66.8	0.5	52.8	3.5	$ 51.85	3.5	$ 78.02	2.6
REGION:												
Northeast	6.9	7.1	6.3	7.1	70.0	2.3	39.3	3.1	$ 71.20	6.0	$107.53	5.9
Southeast	11.6	14.5	5.7	9.6	71.8	8.1	87.5	3.8	52.18	3.6	78.60	1.0
North Central	6.0	7.3	3.5	6.7	62.9	3.6	39.5	-1.5	41.61	3.4	66.01	2.1
South Central	-7.9	-8.1	-7.4	-8.5	61.6	-8.5	40.6	0.2	47.37	-0.8	70.05	-0.6
West	5.9	7.0	3.4	5.2	71.2	-0.3	53.9	0.6	51.44	6.2	74.54	5.1
AFFILIATION:												
Chain	4.1	4.9	2.2	4.6	67.7	0.1	50.0	4.2	$ 51.13	3.7	$ 75.48	2.9
Independent	3.2	4.4	1.6	0.7	63.2	1.6	63.6	1.4	54.92	2.8	88.82	1.7
LOCATION:												
Center City	3.5	3.8	2.4	4.6	64.6	0.2	43.3	1.6	$ 64.59	3.7	$ 99.08	3.3
Suburban	-0.3	0.2	-1.0	-1.3	65.9	-1.2	42.1	3.2	45.56	0.9	69.37	0.5
Highway	9.0	9.8	6.1	10.9	68.0	1.5	65.7	8.2	36.36	5.9	48.42	5.2
Airport	1.5	1.9	1.0	0.1	69.5	-0.4	31.5	-4.8	48.12	1.7	73.94	1.4
Resort	7.1	9.8	2.4	3.8	69.4	3.0	100.8	2.0	62.04	5.7	97.94	3.1
SIZE:												
Under 150 Rooms	2.5	3.3	0.1	1.9	66.3	-1.5	59.2	2.8	$ 35.74	4.6	$ 47.30	3.9
150 to 300 Rooms	2.1	3.2	-0.1	0.1	66.6	0.6	47.1	1.3	45.84	2.5	68.73	1.4
300 to 600 Rooms	1.8	2.7	0.1	2.3	65.1	-0.6	54.6	3.2	59.19	1.9	92.62	1.1
Over 600 Rooms	8.4	9.2	6.6	8.0	69.7	4.0	54.1	6.9	72.20	3.3	112.62	2.6
TYPE:												
Hotel	3.3	4.1	1.9	2.9	66.2	-	47.6	2.1	$ 63.75	3.5	$102.12	2.8
Motor Hotel	5.5	6.5	2.4	7.0	68.3	1.3	60.0	5.1	42.53	3.5	59.01	2.6
Economy	2.6	2.9	5.7	-15.4	64.2	0.2	55.3	1.7	26.86	4.4	27.98	4.2

- NO CHANGE

FOOD AND BEVERAGE REPORT - OCTOBER 1983 COMPARED WITH OCTOBER 1982

	F&B SALES PER OCCUPIED ROOM		AVERAGE RECEIPT PER COVER		FOOD COST PERCENT OF FOOD SALES		BEV COST PERCENT OF BEV SALES		F&B PAYROLL PERCENT OF F&B SALES		F&B PAYROLL PER COVER		NUMBER COVERS SERVED
	1983	1982	1983	1982	1983	1982	1983	1982	1983	1982	1983	1982	% CHG
TOTAL	$31.94	$30.03	$ 9.25	$ 8.73	0.32	0.32	0.21	0.21	39.8	39.6	$ 5.29	$ 5.01	2.2
REGION:													
Northeast	$40.02	$35.51	$10.34	$ 9.48	0.29	0.31	0.20	0.19	40.7	41.1	$ 6.28	$ 5.94	4.2
Southeast	34.49	31.34	11.33	10.65	0.31	0.32	0.20	0.21	37.4	37.4	6.27	5.82	2.8
North Central	38.00	31.55	7.49	7.41	0.33	0.32	0.21	0.22	37.6	36.6	3.79	3.69	6.7
South Central	25.24	25.01	8.54	8.02	0.34	0.34	0.22	0.22	40.8	41.1	5.07	4.84	-1.0
West	31.48	30.38	9.31	8.78	0.31	0.31	0.20	0.21	45.3	43.1	5.67	5.15	-1.5
AFFILIATION:													
Chain	$29.42	$27.85	$ 9.37	$ 8.84	0.31	0.32	0.20	0.21	40.0	39.6	$ 5.45	$ 5.16	1.7
Independent	46.12	42.35	8.85	8.40	0.34	0.34	0.22	0.23	39.1	39.6	4.69	4.42	3.9
LOCATION:													
Center City	$37.42	$33.99	$10.35	$ 9.48	0.30	0.30	0.20	0.20	40.8	40.2	$ 6.06	$ 5.46	3.6
Suburban	25.55	25.43	8.09	8.04	0.34	0.33	0.22	0.22	39.2	38.3	4.46	4.43	1.2
Highway	20.02	19.28	6.41	6.08	0.36	0.36	0.23	0.23	39.2	39.2	3.43	3.41	0.1
Airport	27.08	27.00	8.37	8.15	0.34	0.34	0.22	0.23	39.1	40.3	4.86	5.12	0.1
Resort	42.36	39.34	10.07	9.72	0.33	0.33	0.20	0.21	37.4	38.2	5.34	5.23	3.0
SIZE:													
Under 150 Rooms	$26.99	$26.39	$ 6.95	$ 6.74	0.38	0.37	0.24	0.24	37.3	37.7	$ 3.40	$ 3.34	-0.4
150 to 300 Rooms	23.10	22.76	7.74	7.38	0.34	0.34	0.22	0.22	40.7	41.1	4.43	4.33	-0.8
300 to 600 Rooms	31.30	31.10	8.97	8.72	0.33	0.33	0.22	0.21	42.9	42.5	5.30	5.13	-1.0
Over 600 Rooms	45.68	39.72	12.28	11.45	0.29	0.29	0.19	0.19	38.0	37.1	6.96	6.44	11.4
TYPE:													
Hotel	$38.54	$35.84	$ 9.98	$ 9.41	0.31	0.31	0.20	0.21	40.0	39.8	$ 5.76	$ 5.44	3.1
Motor Hotel	19.63	19.23	7.02	6.74	0.36	0.35	0.22	0.22	38.7	38.6	3.86	3.74	-0.4

YEAR TO DATE FOOD AND BEVERAGE REPORT - AS OF OCTOBER 1983

	F&B SALES PER OCCUPIED ROOM		AVERAGE RECEIPT PER COVER		FOOD COST PERCENT OF FOOD SALES		BEV COST PERCENT OF BEV SALES		F&B PAYROLL PERCENT OF F&B SALES		F&B PAYROLL PER COVER		NUMBER COVERS SERVED
	1983	1982	1983	1982	1983	1982	1983	1982	1983	1982	1983	1982	% CHG
TOTAL	$29.55	$28.97	$ 8.51	$ 8.15	0.33	0.34	0.22	0.22	43.5	43.1	$ 5.30	$ 5.06	-1.1
REGION:													
Northeast	$35.42	$33.32	$10.26	$ 9.53	0.32	0.32	0.20	0.21	48.6	48.3	$ 7.32	$ 6.89	-0.2
Southeast	27.14	25.67	8.65	8.31	0.34	0.34	0.22	0.22	38.9	39.0	4.94	4.83	2.7
North Central	30.77	29.73	7.31	7.15	0.34	0.35	0.22	0.22	41.8	41.9	4.13	4.06	2.1
South Central	25.05	27.05	8.03	7.91	0.34	0.34	0.22	0.22	42.5	40.9	4.94	4.68	-7.8
West	32.36	31.31	8.64	8.11	0.33	0.34	0.21	0.22	47.1	46.2	5.31	4.91	-1.0
AFFILIATION:													
Chain	$27.09	$26.51	$ 8.34	$ 7.99	0.33	0.33	0.21	0.21	43.1	42.7	$ 5.28	$ 5.04	-1.2
Independent	40.73	40.09	8.99	8.64	0.35	0.35	0.23	0.23	45.1	44.2	5.36	5.12	-0.7
LOCATION:													
Center City	$33.47	$32.68	$ 9.54	$ 9.05	0.32	0.32	0.21	0.21	47.0	46.1	$ 6.41	$ 5.97	-1.9
Suburban	26.61	26.88	7.59	7.48	0.35	0.35	0.23	0.23	41.0	40.2	4.49	4.38	-2.3
Highway	20.29	19.13	6.33	6.08	0.36	0.37	0.23	0.23	39.1	39.6	3.31	3.33	5.8
Airport	26.19	25.91	7.64	7.28	0.35	0.35	0.22	0.22	41.5	42.1	4.60	4.52	-1.9
Resort	37.94	37.05	9.43	8.94	0.34	0.34	0.22	0.22	39.2	39.0	5.10	4.86	-1.4
SIZE:													
Under 150 Rooms	$27.30	$27.27	$ 6.93	$ 6.60	0.39	0.39	0.24	0.24	38.3	38.5	$ 3.61	$ 3.51	-2.6
150 to 300 Rooms	24.07	24.08	7.17	6.87	0.35	0.36	0.23	0.23	42.3	42.2	4.29	4.14	-2.6
300 to 600 Rooms	31.08	31.05	8.67	8.40	0.33	0.34	0.22	0.22	45.9	45.4	5.56	5.35	-2.1
Over 600 Rooms	37.37	35.05	10.80	10.38	0.31	0.31	0.19	0.19	43.9	43.1	6.93	6.58	2.9
TYPE:													
Hotel	$35.64	$34.97	$ 9.17	$ 8.77	0.33	0.33	0.21	0.21	44.6	43.9	$ 5.86	$ 5.53	-1.7
Motor Hotel	20.15	19.69	6.76	6.49	0.36	0.37	0.23	0.23	40.1	40.3	3.87	3.81	0.7

TWELVE MONTH TREND REPORT - AS OF OCTOBER 1983

	SALES PERCENT CHANGE				OCCUPANCY PERCENT		DOUBLE OCCUPANCY PERCENT		ROOM SALES PER OCCUPIED ROOM		TOTAL SALES PER OCCUPIED ROOM	
	TOTAL	ROOMS	F&B	OTHER	OCT	% CHG	OCT	% CHG	OCT	% CHG	OCT	% CHG
TOTAL	3.4	4.2	1.6	3.7	64.8	-	52.1	4.0	$ 51.42	3.6	$ 78.14	2.8
REGION:												
Northeast	6.0	6.1	5.6	6.9	68.3	1.2	38.8	3.5	$ 71.36	6.0	$109.19	5.9
Southeast	11.8	14.6	6.1	10.6	69.7	8.6	86.8	4.6	51.37	3.3	77.95	0.8
North Central	4.6	6.0	2.1	5.3	60.3	2.7	39.2	-0.8	40.64	3.5	64.85	2.2
South Central	-8.4	-8.7	-7.7	-8.6	60.0	-9.2	40.2	-	47.06	-0.4	70.31	-0.1
West	5.5	6.5	3.0	5.7	68.9	-1.0	53.4	0.6	50.91	6.4	74.66	5.3
AFFILIATION:												
Chain	3.6	4.3	1.8	4.8	65.7	-0.3	49.4	4.7	$ 50.72	3.7	$ 75.59	3.1
Independent	2.7	3.8	1.1	0.3	61.1	1.0	62.8	2.1	54.40	2.9	89.03	1.8
LOCATION:												
Center City	2.8	3.1	1.8	4.7	62.9	-0.6	42.8	1.7	$ 64.70	3.7	$100.32	3.4
Suburban	-0.9	-0.6	-1.5	-1.3	63.6	-2.2	41.4	3.0	45.07	1.1	69.55	0.8
Highway	8.6	9.3	6.0	10.0	65.6	1.1	65.1	8.9	35.69	6.1	47.91	5.4
Airport	0.3	0.6	-0.3	-0.4	67.6	-1.0	31.2	-4.0	47.70	1.9	73.77	1.5
Resort	7.4	10.1	3.1	4.3	67.3	3.4	99.9	2.6	60.83	5.6	96.79	3.1
SIZE:												
Under 150 Rooms	2.1	2.6	0.3	1.0	63.8	-2.3	58.1	2.5	$ 35.07	5.0	$ 46.64	4.4
150 to 300 Rooms	1.3	2.4	-0.7	-0.6	64.3	-	46.7	2.4	45.41	2.5	68.96	1.4
300 to 600 Rooms	1.6	2.4	-0.2	2.4	63.3	-0.9	53.7	3.3	58.69	1.9	92.82	1.0
Over 600 Rooms	7.7	8.4	6.1	8.7	68.2	3.3	53.7	8.0	72.22	3.2	113.56	2.6
TYPE:												
Hotel	2.7	3.4	1.4	3.0	64.4	-0.6	47.1	2.6	$ 63.59	3.5	$102.88	2.8
Motor Hotel	5.1	6.0	2.2	6.8	65.9	0.9	59.2	5.9	42.15	3.6	59.20	2.7
Economy	2.1	2.3	6.0	-12.2	61.9	-1.4	54.3	1.7	26.27	5.1	27.42	4.9

- NO CHANGE